

Facebook Engagement

Facebook Engagement

Facebook Engagement is one of five ways your fans engage with content:

1. **Like it**
2. **Leave a comment**
3. **Share it with others**
4. **Viewing it**
5. **Click on a link**

Engagement, Who Cares!?

The more people take action on one of your posts, the more your posts will show up in their newsfeed!

- If you haven't noticed yet, Facebook page organic reach is super low... which has lead to required Post Engagement ads for any posts you want to actually reach your Facebook page fans. I'll show you how I promote my best posts next!
- Mark Zuckerberg's GOAL with the Facebook newsfeed is to create a “perfect personalized newspaper” for every user.
- When your posts are “engaged with”, you become an “thumbs up” in the Facebook/Instagram algorithm and will appear more often!

Post Engagement Ads

To promote your Facebook Page posts, navigate to your Ads Manager, then click the CREATE ad button.

On this New Campaign page, select the “Engagement” objective option, then select “Post Engagement”.

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. A red arrow points to the 'New Campaign' button in the left sidebar. Another red arrow points to the 'Engagement' option under the 'Campaign Objective' section. A third red arrow points to the 'Post engagement' option under the 'Engagement Type' section.

Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details
Buying Type
Auction

Campaign Objective

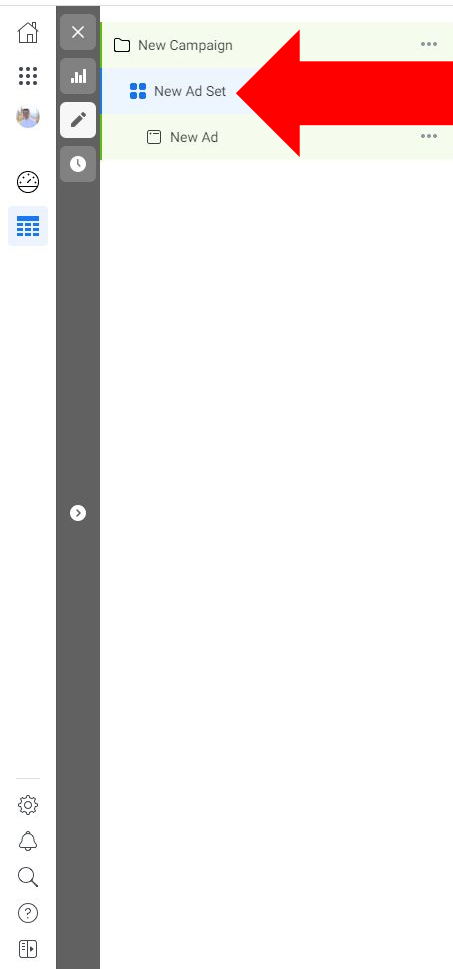
Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☒ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

Post engagement
Get more Page likes, event responses, or post reacts, comments or shares.

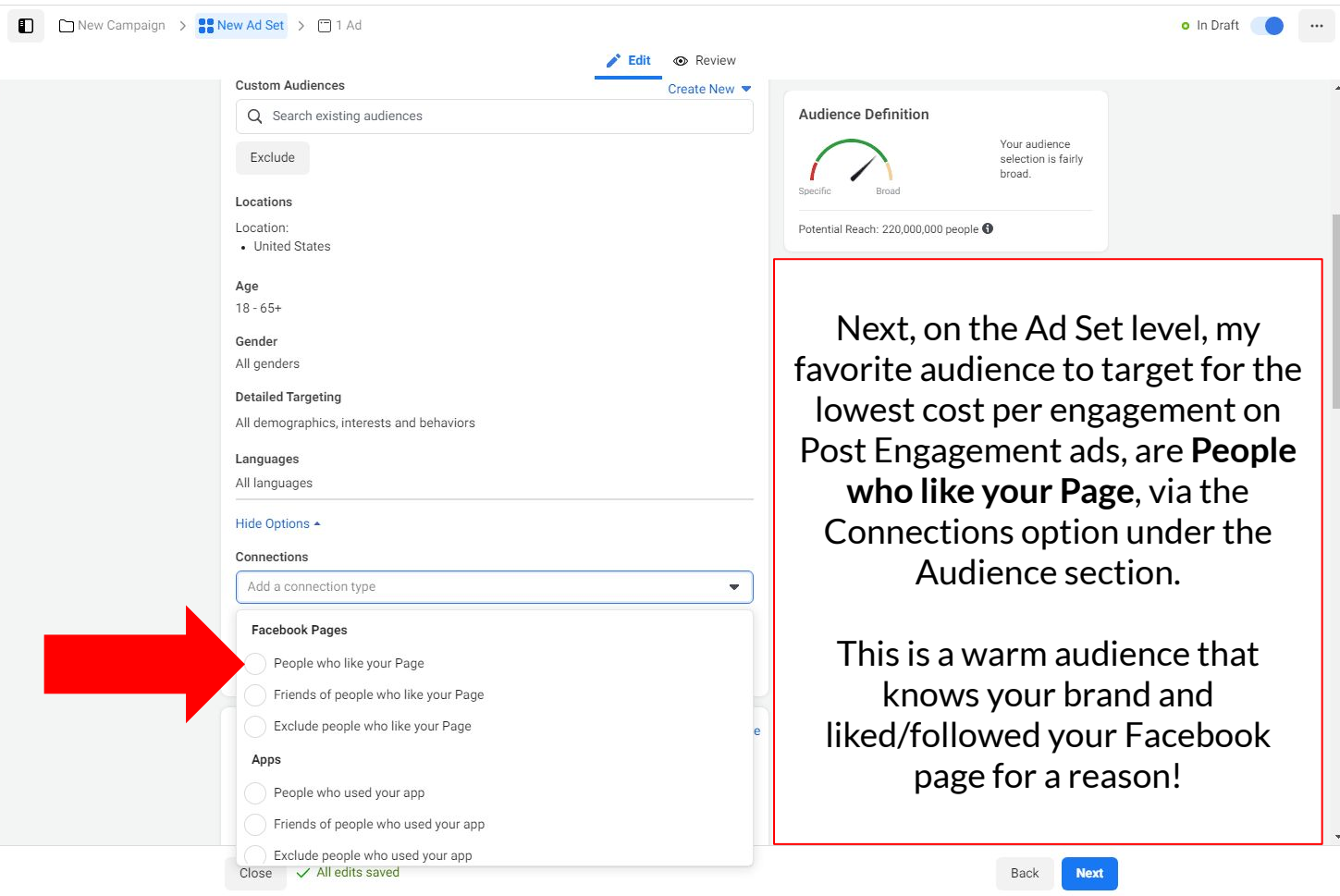
Engagement Type

- ☒ Post engagement

Close All edits saved Next



The sidebar navigation menu includes icons for Home, Campaigns, Ad Sets, Ads, Performance, and Settings. The 'New Ad Set' option is highlighted with a red arrow.



The 'New Ad Set' configuration screen shows the following settings:

- Custom Audiences:** Search existing audiences, Exclude button.
- Locations:** Location: United States.
- Age:** 18 - 65+.
- Gender:** All genders.
- Detailed Targeting:** All demographics, interests and behaviors.
- Languages:** All languages.
- Hide Options:** (button)
- Connections:** Add a connection type dropdown.

The 'Connections' dropdown is open, showing the following options:

- Facebook Pages:**
 - ☐ People who like your Page
 - ☐ Friends of people who like your Page
 - ☐ Exclude people who like your Page
- Apps:**
 - ☐ People who used your app
 - ☐ Friends of people who used your app
 - ☐ Exclude people who used your app

Buttons: Close, All edits saved, Back, Next.

Next, on the Ad Set level, my favorite audience to target for the lowest cost per engagement on Post Engagement ads, are **People who like your Page**, via the Connections option under the Audience section.

This is a warm audience that knows your brand and liked/followed your Facebook page for a reason!

Then on the Ad level, select “Use Existing Post”.

Then you will be prompted to either select a post already published to your Facebook page OR you can create a new page post specifically for this ad **only** via the “Create Post” button.

New Campaign > New Ad Set > New Ad

[Edit](#) [Review](#)

☒ Preview On

8 Placements

Facebook Feeds

Coursenvy Sponsored

Learn how to grow your business yourself with online ads OR we'll do it for you... like how we just 9x'd this client's ads! ...See More

9x YOUR AD SPEND

LEARN MORE

300,000+ students and clients!

Comment Share

In-Stream

Search

Ad rendering and interaction may vary based on device, format and other factors.

Ad Name: New Ad

Identity

Facebook Page: Coursenvy

Instagram Account: coursenvy

Ad Setup

Use Existing Post

Create Ad

Use Existing Post

Use Creative Hub Mockup

Change Post Create Post

In-stream videos must be between 5-15 seconds long.

Enter Post ID

Video Captions - Optional

When you add captions to your video, they are saved to the video.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

Boost Post

The alternative way to promote a published post on your Facebook page is via the **Boost Post** button below each post.

The screenshot shows a Facebook page for 'Coursenvy' (@coursenvy). The page has a profile picture with the Coursenvy logo and a cover photo. The left sidebar contains navigation links: Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, Jobs, Community, Instagram, Promote, and Manage Promotions. The main content area shows a post from Coursenvy with the text: 'LIKE this if you agree and TAG a friend that needs to see this! #somethingtothinkabout #Coursenvy 100 GROW your following by clicking the link in our @marketingcourse bio! — view on Instagram https://www.instagram.com/p/BtwPLH9Fbh4/'. Below the post, there are 1,134 people reached, 22 likes, 4 comments, and 6 shares. A large red arrow points to the 'Boost Post' button in the bottom right corner of the post area.

Coursenvy
@coursenvy

Home
About
Newsletter Signup
Photos
Videos
Posts
Events
Services
Shop
Groups
Locations
Notes
Offers
Jobs
Community
Instagram
Promote
Manage Promotions

Liked Following Share ...

Like Reply Message 1w

Coursenvy added a new photo to the album: Instagram Photos. Published by IFTTT [?] · February 11 ·

LIKE this if you agree and TAG a friend that needs to see this!
#somethingtothinkabout #Coursenvy 100 GROW your following by clicking the link in our @marketingcourse bio! — view on Instagram
<https://www.instagram.com/p/BtwPLH9Fbh4/>

Focus on the core problem your business solves and put out lots of content and enthusiasm and ideas about how to solve that problem.

LAURA FITTON

1,134 People Reached

22 4 Comments 6 Shares

Boost Post

Boost Post

This is just a simplified version of your Ads Manager, with less options available.

The results of a Boosted Post are the exact same as creating a Post Engagement ad via your Facebook Ads Manager. We ONLY create ads via the Ads Manager though for better tracking and optimization.

The only difference is this “Boost Post” option is a bit quicker to create if you are simply boosting the post to your page’s fans and don’t have any other specific targeting requirements (which are available in the robust Ads Manager).

The screenshot shows the Facebook 'Boost Post' interface. A red arrow points to the 'Objective' pop-up menu, which is open. In this menu, the 'Get more people to react, comment and share' option is selected and highlighted with a red box. Another red arrow points to the 'AUDIENCE' section in the background, where the 'People who like your Page' option is selected. The background interface includes sections for 'OBJECTIVE', 'SPECIAL AD CATEGORY', and 'AUDIENCE'. The 'AUDIENCE' section shows targeting options like 'Location - Living In United States', 'Age 27 - 60', and 'Gender Female'. At the bottom, there is a 'Promote' button and a 'Boost Post' button.

Objective

What results would you like from this post?

- ☒ **Automatic**
Let Facebook select the most relevant objective based on your settings.
- ☒ **Get more people to react, comment and share**
Post engagements - From \$1 a day
- ☐ **Send people to your website**
Link clicks - From \$1 a day

Cancel Save

AUDIENCE

- ☒ People you choose through targeting
 - Location - Living In United States
 - Age 27 - 60
 - Gender Female
 - People Who Match Parents: Parents with preschoolers (03-05 years) or Parents with early school-age children (06-08 years)
 - Less
- ☐ People who like your Page
- ☐ People who like your Page and their friends

Create New Audience

By clicking Boost, you agree to Facebook's [Terms & Conditions](#)

Promote

Visit Ad Center

0 People Reached 0 Engagements

Boost Post

1,597 post reach this...
189 video views this...

In this Boost Post pop-up menu, first set your **OBJECTIVE** to “Post Engagements”. Then select “People who like your Page” for the **AUDIENCE**.

Don't Over Promote!

POST THINGS YOUR FANS WOULD BE PROUD TO SHARE!

- 70% of content should add VALUE and build BRAND recognition. **EXAMPLE:** Your own meme or quote creation that will get viral shares. Or sharing a relevant blog post you created on your website. Or even sharing a Facebook LIVE behind the scenes video of your business.
- 20% should be sharing OTHER Facebook page posts, articles, content, YouTube videos, humor, industry news, hot/trending topics (news, holidays, or Google Trends for today), etc. that is relevant to your brand. Provide VALUE to your fans!
- 10% of your posts should be PROMOTIONAL. Including coupon/discount codes, new items, sales, etc. **EVEN THOUGH IT IS PROMOTIONAL, KEEP THE TEXT / COPY CONVERSATIONAL!**

“What good is a Facebook Page now?!”

I hear this statement from clients all too often now, complaining that the organic reach of Facebooks posts is so much lower (under 10% from my data).

- Don't let the naysayers bring you down! Facebook is still the most targeted method of marketing available to us today!
- We use Facebook Post Engagement ad campaigns for an initial viral boost when we first create a page post. This will get your fans to engage with and share your content and lead to **higher organic reach** once the algorithm sees this INCREASED ENGAGEMENT.
- Use Facebook as a **Sales Funnel**. At the top of the funnel, giveaway useful and valuable content for free, which will create engagement. Retarget this warm audience with more great free content which you can capture valuable emails from or just continue to grow your website traffic that will build your custom audiences via the Facebook Pixel. Finally close the sale! Retarget these audiences with your promotion/offering!

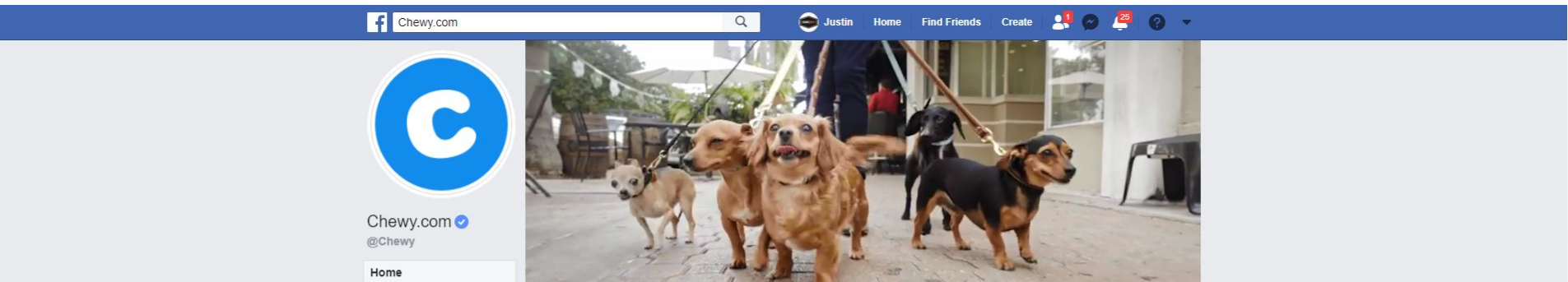
How to Create Engaging Content

So how do you create engaging content? Be personal in your posts!

- When you sound like a cheesy infomercial, your fans are going to treat you like one!
- Use “I” in your ad copy. Type posts and captions as if you are talking to an old friend!
- Share how you really feel about a blog post or photo you are sharing.
- Ask questions in your posts. Ignite conversations amongst your fans! Ask for feedback via a quiz or poll. Get them commenting right away!
- Offer fans the opportunity to vote on your next product. Think of engagement opportunities for everything you post (i.e. algorithm hacking)!

Contests

One of my favorite examples of how to create SUPER engaged fans is what the brand Facebook.com/Chewy does! Every Friday is #FanFriday and Chewy asks their fans to post a photo of their pet with a Chewy order shipping box in the photo (a cardboard box with the Chewy logo on it) and to include the hashtag #ChewyBoxLove in their caption. Since you can search by hashtags on Facebook, Chewy will search and randomly select winners, repost the fan photos, and send fans a free prize or discount on their next order... **WOW!** Not only are they creating 1,000s of mini-ads for Chewy on their fans personal profiles, but they are also getting their fans to create the content for them! **GENIUS!** Steal this idea for your own business!



Respond to Fans

In the beginning you may only get a couple likes and shares, but it is CRUCIAL to engage with these fans! They want to know that there is a responsive human behind this Facebook page that cares about them!

- Thank them for the comment!
- Reply with another question for them.
- Make them KNOW there is a human that cares about them running this page!
- Keep the engaged people engaged and they will be your viral seeds! Once you see a customer share a post or create content for you (think of the Chewy.com example), write their name down as VIP customer. Approach them first with product launches and promos! They will become your very own Brand Ambassadors marketing for you. Referrals from friends of friends are the easiest customers you can obtain and ZERO cost to you!

- Notifications** 7
- All
- Likes
- Comments (2)
- Shares (1)
- Other
- Locations
- Activity
- Requests
- Promote Page
- Invite Friends
- Share Page

Get Started With Automated Ads

Get personalized ads that adjust over time to help you get better results

 [Get Started](#)

Get Clicks to Your Website

Get the people you care about to visit your website.

 [Promote Website](#)

All Notifications

☐ Select All

TODAY

- ☐  Gentle3232 and Shaikh Farhan shared Coursenvy's post. 11:04 AM
- ☐  Tyrone Gaines, Lauren Covington and 3 others asked to join Coursenvy Community. 10:32 AM
- ☐  Bart Jorg posted in Coursenvy Community. 8:02 AM
- ☐  Mohamed Muse and Thalamaravishnuvardhan Vishnu followed Coursenvy. 6:17 AM
- ☐  Sohail Khan commented on your video. 5:55 AM
- ☐  Piyush Kumar and Ewelina Kosior Koscielny asked to join Coursenvy Community. 5:31 AM

MONDAY

- ☐  Sammar Thapa, Mean Heang and 5 others commented on your video. Mon
- ☐  Ali Alatab replied to Ali Alatab's comment on your video. Mon
- ☐  Ali Alatab replied to Maiwahine Rang's comment on your video. Mon
- ☐  Mohammed Shahid Malik and Marissa Laurente shared Coursenvy's post. Mon
- ☐  Andr   G  netay commented on a post you're following in Coursenvy Community. Mon

A quick way to check your Facebook Page's fan engagement is via the "Notifications" tab. Here you can see who posted, liked, commented on, and shared your content.

facebook.com/PageUsername/notifications

Respond to Fans

You can also use the INBOX on your Facebook page for quickly responding to comments!

Just click the INBOX page, then click the Facebook or Instagram “Comments & More” option.

The screenshot displays the Facebook page interface for a user named Justin. The top navigation bar includes tabs for Page, Ad Center, Inbox (highlighted with a red arrow), Manage Jobs, Notifications, Insights, and More. The left sidebar shows the navigation menu with options like Messages, Messenger, Comments & More (20+), Facebook (20+), Instagram (20+), and Automated Responses. The main content area shows a Facebook Page Post from June 24, 2018, with 2 reactions. Below the post, there are several comments, each starting with "LIKE this if you agree and TAG...". A red arrow points to the "Facebook" option in the left sidebar under the "Comments & More" section.

Creating Engaging Content → Images

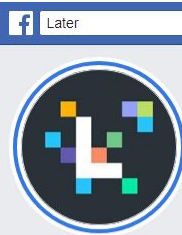
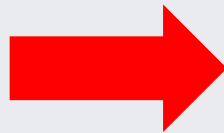
A great image will get you a ton of engagement, so make sure your image (or video thumbnail) is attention grabbing!

- I like to design/create posts a month in advance and schedule them to be posted with an app like [Later.com](https://later.com) (free for up to 30 posts)
- **NOTE:** Brand your images with a watermark or domain name. Think about it, when a fan shares your quote, meme, product shot, etc... it will forever be connected to your company/website because of your image branding!



❤️ LIKE this if you agree and TAG a friend that needs to see this!
#somethingtothinkabout #Courseenvy 📌 GROW your following by clicking
the link in our @marketingcourse bio! — view on Instagram
<https://www.instagram.com/p/BtrFITPFWDq/>





Later
@latermedia

Home

About

Photos

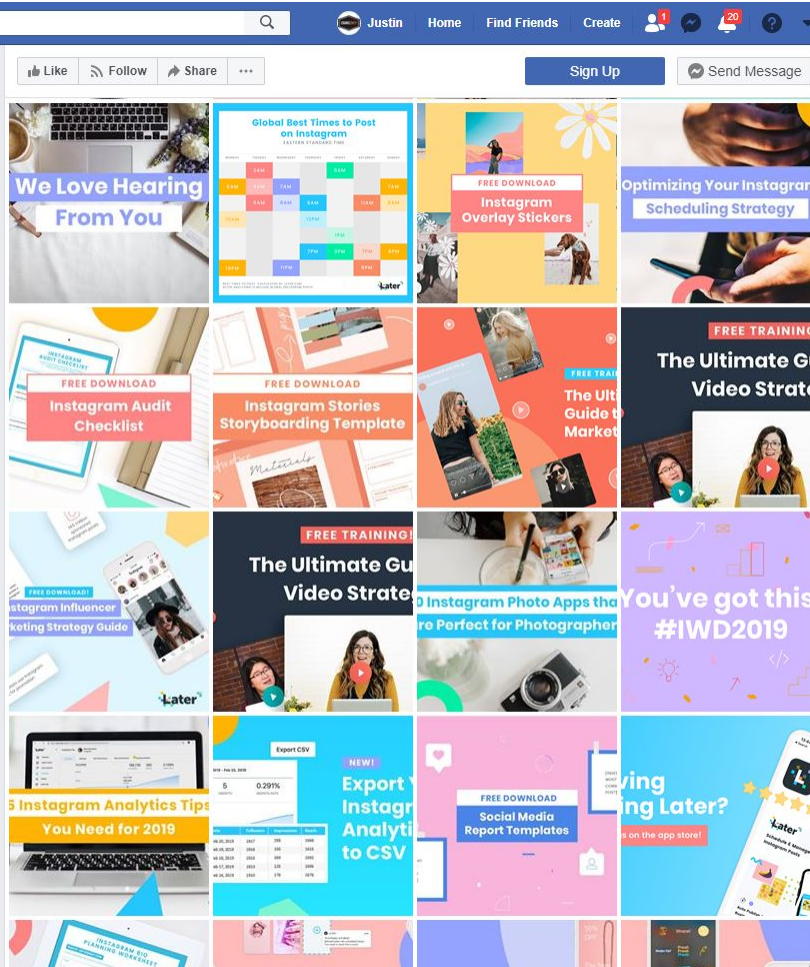
Videos

Posts

Groups

Community

Create a Page



@latermedia is a great Facebook page and Instagram account to follow for engaging photo inspiration.

Just look at this sample... all are bright images, with an attention grabbing, interest piquing text!

Creating Engaging Content → Videos

My go to content for engaging my client's users, is video! People are scrolling through their Facebook and Instagram feed quickly, so you need to grab the users attention even quicker!

For my clients, I see more engagement with videos because the movement captures the users attention more than a static image does.

- Facebook is growing WAY faster than YouTube in its early days as far as total video content uploaded goes... and the Facebook algorithm seems to be favoring video content!
- **PRO TIP:** Upload videos DIRECTLY to your Facebook page or Facebook ad. The engagement rate is MUCH higher for uploaded videos than say just posting a YouTube link on your Facebook page. This is because Facebook favors NATIVE content hosted on their platform, plus the uploaded video will autoplay as a user scrolls through their newsfeed!



How to Create a Viral Video



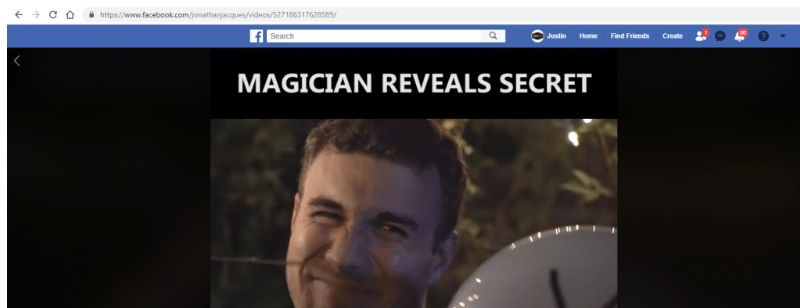
Are you taking advantage of videos yet on social media? Facebook and Instagram engagement rates are through the roof on video versus everything else (images and/or text only). So NOW is the time to begin creating videos the CORRECT way so they have the best chance to go viral! We have put together this **VIRAL VIDEO GROWTH HACK** guide just for our Coursenvy followers so you too can learn how to create a viral video!

Viral videos have a repeatable formula that not many people understand, nor follow and it really comes down to just a few simple steps. Let me show you an example:

Viral Video Example

At the time of creating this post, one of my favorite viral video examples is **Beat Pain With Progress** by **Jonathan Jacques** (with over 30 million views):

<https://www.facebook.com/jonathanjacques/videos/527186317628589>





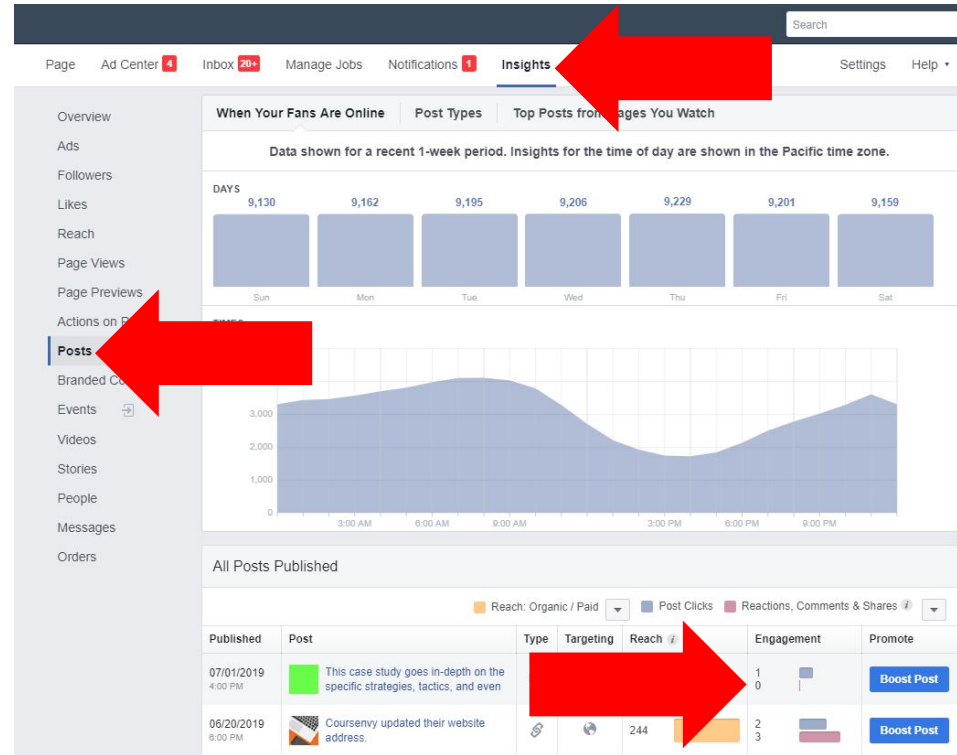
Facebook Insights

Keep testing a variety of content posted on your Facebook Page and make sure to monitor what is working for your best performing posts via the **Facebook Insights** tab:

Facebook Page → Insights → Posts

When I am creating a new post, I use this data to see what type of content performs best with my fans (what content drove the most engagement), when my fans are online (what time I should post content again), total user reach, and much more!

facebook.com/PageUsername/insights



Native, Unpublished, and Ad Posts

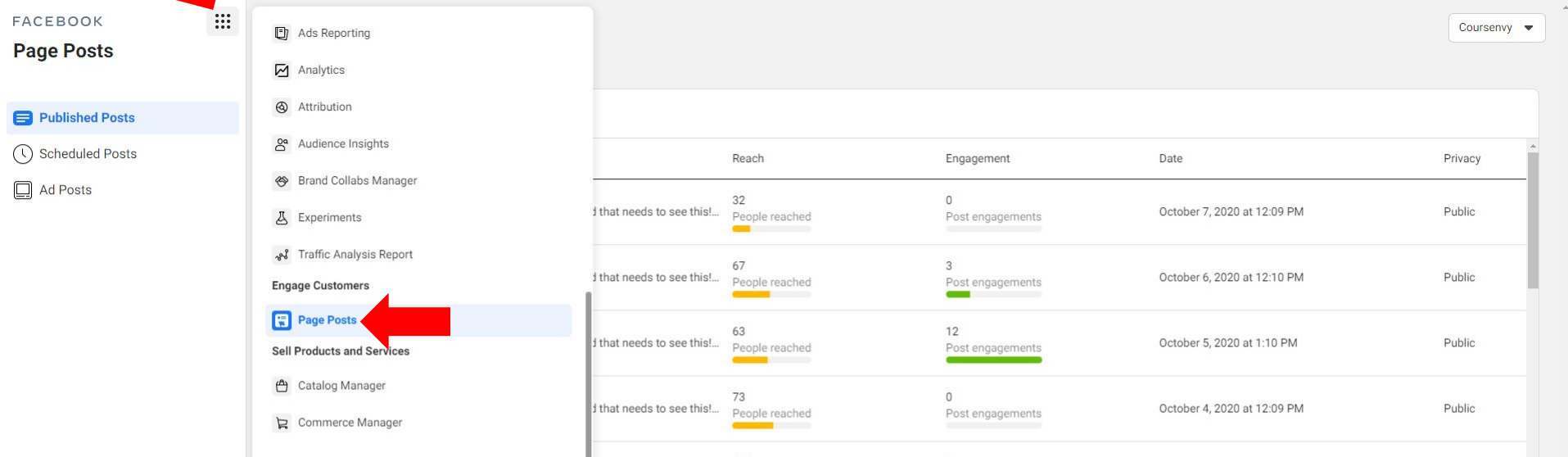
Facebook marketing needs to be the perfect balance of engaging content, lead generation (i.e. capturing actual emails or building your Facebook Pixel for retargeting), and promotion!

- A native post is one you simply post on your Facebook page.
- An unpublished ad post is a post you promote via a Facebook Post Engagement ad campaign that is **ONLY** seen by your ads target audience.
- A published ad post is an **EXISTING** native post from your Facebook page that you promote via a Facebook Post Engagement ad campaign.

Page Posts

Once you have multiple Facebook pages, managing posts for them can become a pain. So I use Facebook Business Manager “Page Posts” to manage posts for all my pages!

https://business.facebook.com/content_management



The screenshot shows the Facebook Business Manager interface. On the left, a sidebar contains a menu with options: Published Posts, Scheduled Posts, Ad Posts, Ads Reporting, Analytics, Attribution, Audience Insights, Brand Collabs Manager, Experiments, Traffic Analysis Report, Engage Customers, Page Posts (highlighted with a red arrow), Sell Products and Services, Catalog Manager, and Commerce Manager. A red arrow points to the 'Page Posts' option in the sidebar. The main content area displays a table of posts with columns for Reach, Engagement, Date, and Privacy. The table contains four rows of data, each showing a post's performance metrics and its date and privacy status.

	Reach	Engagement	Date	Privacy
that needs to see this!...	32 People reached	0 Post engagements	October 7, 2020 at 12:09 PM	Public
that needs to see this!...	67 People reached	3 Post engagements	October 6, 2020 at 12:10 PM	Public
that needs to see this!...	63 People reached	12 Post engagements	October 5, 2020 at 1:10 PM	Public
that needs to see this!...	73 People reached	0 Post engagements	October 4, 2020 at 12:09 PM	Public

Page Posts

- First, select your Facebook Page from this dropdown menu that you want to create a post for.

FACEBOOK

Page Posts

Published Posts

Scheduled Posts

Ad Posts

Published Posts

Create Post

Posts	Reach	Engagement	Date	Privacy
LIKE this if you agree and COMMENT a friend that needs to see this!...	32 People reached	0 Post engagements	October 7, 2020 at 12:09 PM	Public
LIKE this if you agree and COMMENT a friend that needs to see this!...	67 People reached	3 Post engagements	October 6, 2020 at 12:10 PM	Public
LIKE this if you agree and COMMENT a friend that needs to see this!...	63 People reached	12 Post engagements	October 5, 2020 at 1:10 PM	Public
LIKE this if you agree and COMMENT a friend that needs to see this!...	73 People reached	0 Post engagements	October 4, 2020 at 12:09 PM	Public
LIKE this if you agree and COMMENT a friend that needs to see this!...	106 People reached	1 Post engagements	October 3, 2020 at 12:09 PM	Public

Page Posts → Scheduled Posts

- Then under the **Scheduled Posts** page, you can create and schedule posts for your Facebook page. To keep post content consistent, I will schedule a daily posts for a full 30 days in advance!

The screenshot displays the Facebook interface for a page named 'Coursenvy'. On the left, the 'Page Posts' menu is visible with options for 'Published Posts', 'Scheduled Posts' (highlighted with a red arrow), and 'Ad Posts'. The main content area is titled 'Scheduled Posts' and features a search bar and a 'Create Post' button (highlighted with a red arrow). A modal window titled 'Create Post' is open, showing options to 'Photo/Video', 'Feeling/Activity', or 'Check in'. Below these are sections for 'News Feed' (selected), 'Instagram', and 'Coursenvy Community'. The 'News Feed' section includes a privacy dropdown set to 'Public' and a 'Schedule Post' button at the bottom right.

Page Posts → Published Posts

- On the **Published Posts** page, you can review past published posts to see what content had the most engagement.
- I will typically see what posts are doing well organically in the first 24-48 hours, then promote the BEST ones with an ad. Like this example that reached 138 people organically (without boosting):

FACEBOOK

Page Posts

Published Posts

Scheduled Posts

Ad Posts



Published Posts

Search

Create Post

Posts

Reach

☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	32 People reach
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	67 People reach
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	63 People reach
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	73 People reach
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	106 People reach
☒	 Coursenvy posted an offer.	138 People reach
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	77 People reach
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	112 People reach

Published Posts

Scheduled Posts

Ad Posts

Published Posts

Search

Create Post

Posts

Reach

☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	32 People reached
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	67 People reached
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	63 People reached
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	73 People reached
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	106 People reached
☒	 Coursenvy posted an offer.	138 People reached
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	77 People reached
☐	 LIKE this if you agree and COMMENT a friend that needs to see this!...	112 People reached

Post Details

ID: 1873213309498184

Post Preview

Coursenvy posted an offer.
October 2 at 6:53 PM · 🌐



Actions

Delete

Edit Post

Create Ads...

Feedback for Your Post

Feedback may be delayed from what appears on posts.

13	0	0	0
Like	Wow	Love	
0	0	0	
Haha	Sad	Angry	
0	0		
Comments	Shares		

6

Post Clicks

0	2	4
Photo Views	Link Clicks	Other Clicks

Negative Feedback

0	1	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		

Clicking "Create Ads" in this dropdown will open up a new tab in your browser, taking you to the Ads Manager page so you can create a new ad campaign for this specific post we selected.

CE Clients



Campaigns CE Clients (11108737992579... ▾

Search ▾ Filters ▾ + Add filters to narrow the data

+ Create

	Campaign Name
☒	New Campaign
☐	Traffic Test
☐	Message-WBF
☐	ENG - WBF
☐	Eng-WBF
☐	Reach-WBF

Click the "Create" button.
Select "Engagement" for the
Campaign Objective.
Then choose "Post Engagement"
for the Engagement Type.

Click the "Next" button to move on
to selecting your Ad Set targeting.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details

Buying Type
Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☒ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

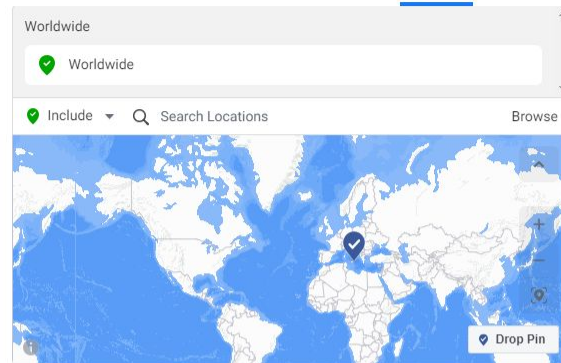
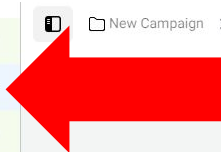

Post engagement
Get more Page likes, event responses, or post reacts, comments or shares.

Engagement Type ⓘ
☒ Post engagement

[Close](#) [Next](#)

The blue highlighted region means we are editing that level currently (for this example, we are editing the Ad Set).

The top = Objective level
The middle = Ad Set level
The bottom = Ad level



Add Locations in Bulk

Age

18 - 65+

Gender

All genders

Detailed Targeting

All demographics, interests and behaviors

Languages

All languages

Hide Options

Connections

People who like your Page

Coursenvy



Close ✓ All edits saved

Audience Definition



Your audience is defined.

Potential Reach: 13,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

For this Post Engagement ad we have selected to target ALL of our Coursenvy Facebook Page fans:

- People who like your Page
- Ages 18-65+
- Worldwide



Back

Next

Finally, on the Ad level, select the Post you want to promote for this Post Engagement ad campaign.

Under “Ad Setup” select “Use Existing Post”.

Finally, under “Ad Creative” select your post.

Finally, on the Ad level, select the Post you want to promote for this Post Engagement ad campaign.

Under “Ad Setup” select “Use Existing Post”.

Finally, under “Ad Creative” select your post.

Finally, on the Ad level, select the Post you want to promote for this Post Engagement ad campaign.

Under “Ad Setup” select “Use Existing Post”.

Finally, under “Ad Creative” select your post.

New Campaign > New Ad Set > New Ad

Edit

Review

Ad Name

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Setup

Use Existing Post

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

9x YOUR AD SPEND

Facebook Post

Learn how to grow your busin...

1872714142881434 · Oct 2, 2020

Change Post

Create Post

In-stream videos must be between 5-15 seconds long.

Enter Post ID

Video Captions · Optional

When you add captions to your video, they are saved to the video.

8 Placements

Facebook Feeds

Coursenvy Sponsored

Learn how to grow your business yourself with online ads OR we'll do it for you... like how we just 9x'd this client's ad!

9x YOUR AD SPEND

LEARN.COURSENVY.COM

Join 300,000+ students and 500+ clients!

LEARN MORE

Feeds

In-Stream

Search

Close

✓ All edits saved

Back

Publish

In this “Select Post” pop-up menu, select the post you want to promote.

You can sort the posts by type or search for the post in the field.

Once selected, you can publish your Post Engagement campaign.

Select Post

[Facebook Page](#) [Instagram](#) [Branded Content](#)

Filter By:

All posts ▼ Post, image or video IDs, or other keywords 🔍

	Post ID	⚠️	Date Created	Likes	Comments	Shares
✓ All post types						
Published posts						
Ads posts						
Scheduled posts						
Available posts only						
DAY O... PROFESSIONAL DEVELOPME...	1878479852304863	⚠️	Oct 7, 2020	0	0	0
FREE TRIAL - ONE DAY O... UPSKILL YOUR EMPLOYEES ...	1878479862304862	⚠️	Oct 7, 2020	0	0	0
FREE TRIAL - ONE DAY O... UPSKILL YOUR EMPLOYEES ...	1878479642304884	⚠️	Oct 7, 2020	0	0	0
FREE TRIAL - ONE DAY O... PROFESSIONAL DEVELOPME...	1878479655638216	⚠️	Oct 7, 2020	0	0	0
FREE TRIAL - ONE DAY O... PROFESSIONAL DEVELOPME...	1878479152304933	⚠️	Oct 7, 2020	0	0	0
9x ads for YOUTUBE.mp4	1878479012304947	⚠️	Oct 7, 2020	0	0	0

Cancel Continue

Page Posts → Ads Posts

- Now back on the “Page Posts” page, under Ads Posts in the left sidebar... we can view past and current posts that we are promoting in all our a Facebook Ad Campaigns.

The screenshot displays the Facebook Page Posts interface. On the left sidebar, the 'Page Posts' section is active, with 'Ad Posts' highlighted by a red arrow. The main content area shows a list of 'Ad Posts' with columns for 'Posts' and 'ID'. The first post is selected, showing a preview of the ad content. A red arrow points to the 'Actions' menu in the top right corner of the 'Post Details' panel, which includes options like 'Publish', 'Delete', and 'Create Ads...'. The ad content features a video player with a woman sitting at a desk, and text overlays including '9x YOUR AD SPEND' and 'FREE TRIAL - ONE DAY ONLY!'. The Coursenvy logo is visible in the top right corner of the interface.

FACEBOOK

Page Posts

Published Posts

Scheduled Posts

Ad Posts

Ad Posts

Create Post

Posts

ID

PROFESSIONAL DEVELOPMENT ✓ Your team will learn marketing strategies to increa... 18784801256

PROFESSIONAL DEVELOPMENT ✓ Your team will learn marketing strategies to increa... 33979933079

UPSKILL YOUR EMPLOYEES ✓ Your team will learn marketing strategies to increase sa... 18784798623

PROFESSIONAL DEVELOPMENT ✓ Your team will learn marketing strategies to increa... 18784798523

PROFESSIONAL DEVELOPMENT ✓ Your team will learn marketing strategies to increa... 33979912079

Post Details

Post Preview

Actions

Publish

Delete

Create Ads...

Coursenvy

5 hrs

PROFESSIONAL DEVELOPMENT ✓ Your team will learn marketing strategies to increase sales and reach more customers, with lower costs and increasing productivity!

9x YOUR AD SPEND

FREE TRIAL - ONE DAY ONLY! MBA

00:22

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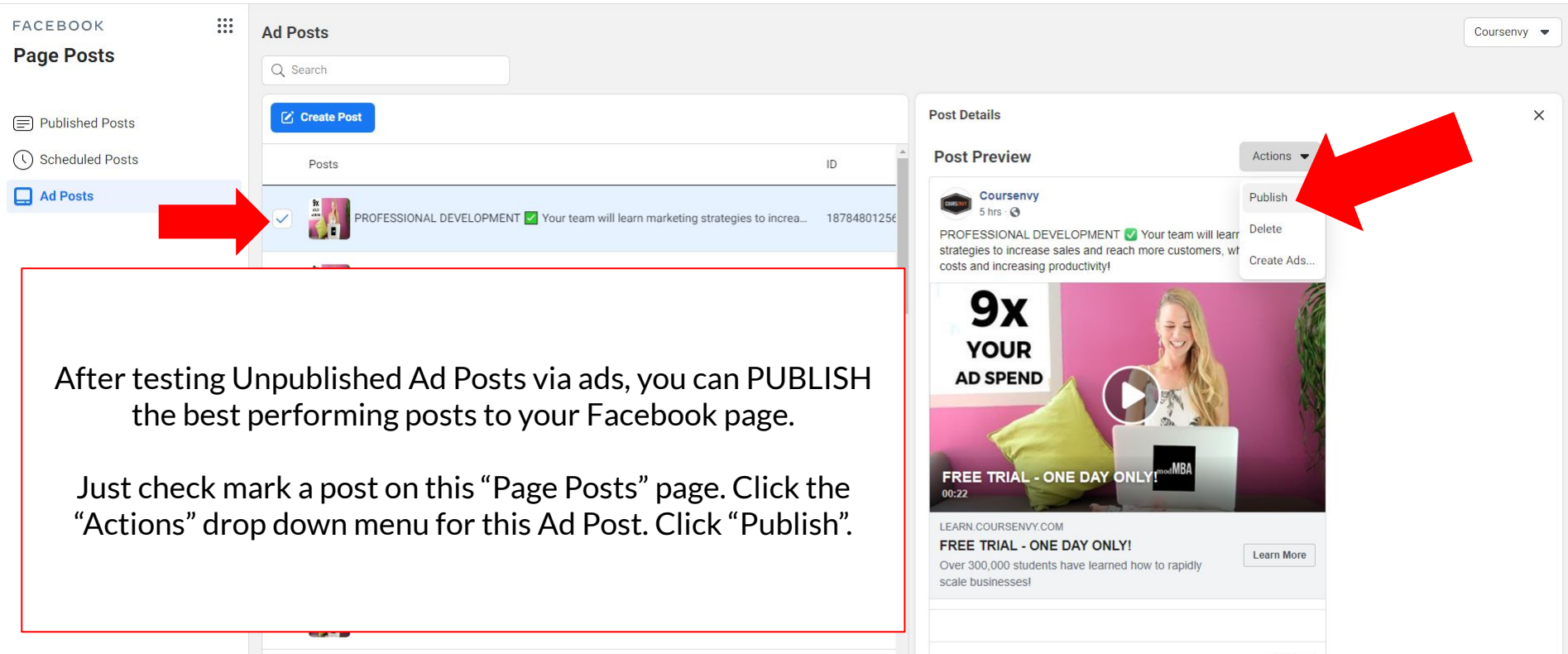
Unpublished Ad Post

An **Unpublished Ad Post** is a post that is not published on your Facebook Page.

Unpublished Ad Posts allow you to promote content to an audience of your choice, without posting it to your Facebook page.

Unpublished Ad Posts are great for testing content, such as when you want to test out multiple posts variations/text/headline/images/videos/etc. but you don't want to post all the variations to your Facebook Page, flooding your page's news feed.

Publish an Unpublished Ad Post



The screenshot shows the Facebook 'Ad Posts' management interface. On the left, the 'Page Posts' sidebar has the 'Ad Posts' tab selected, indicated by a red arrow. The main area displays a table of ad posts. The first post, titled 'PROFESSIONAL DEVELOPMENT', is checked with a blue box. To the right, the 'Post Details' panel is open, showing a preview of the ad. A red arrow points to the 'Publish' button in the 'Actions' dropdown menu of the 'Post Details' panel.

FACEBOOK
Page Posts

Published Posts
Scheduled Posts
Ad Posts

Ad Posts

Search

Create Post

Posts	ID
☒  PROFESSIONAL DEVELOPMENT  Your team will learn marketing strategies to increa...	18784801256

Post Details

Post Preview

Actions

Publish

Delete

Create Ads...

9x
YOUR
AD SPEND

FREE TRIAL - ONE DAY ONLY! MBA

LEARN.COURSENVY.COM

FREE TRIAL - ONE DAY ONLY!

Over 300,000 students have learned how to rapidly scale businesses!

Learn More

After testing Unpublished Ad Posts via ads, you can PUBLISH the best performing posts to your Facebook page.

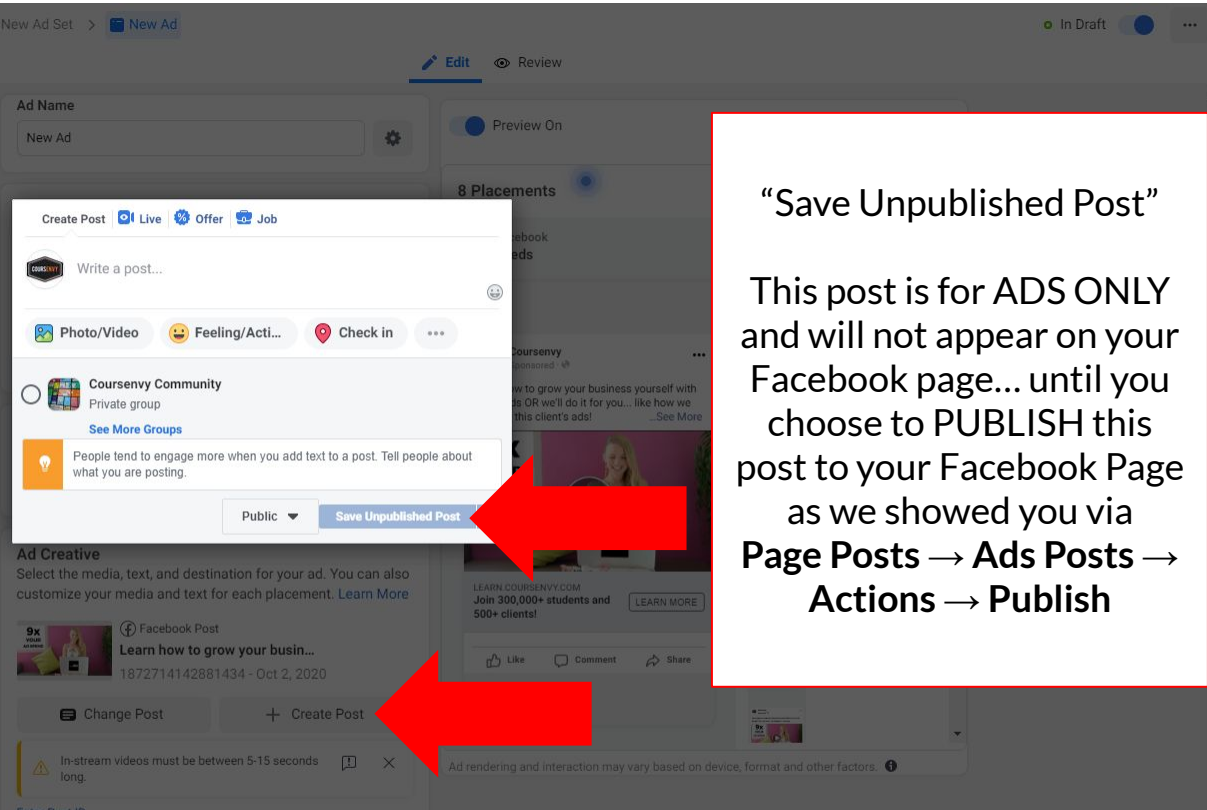
Just check mark a post on this “Page Posts” page. Click the “Actions” drop down menu for this Ad Post. Click “Publish”.

Create an Unpublished Ad Post

You can also create an Unpublished Ad Post while creating your ad campaign.

Under “Ad Creative” at the Ad level, instead of clicking “Select Post” (which is just a list of your published Facebook Page posts), click the “+ Create Post” button next to the “Select Post” button.

Create your post, then click the “Save Unpublished Post” button.



“Save Unpublished Post”

This post is for ADS ONLY and will not appear on your Facebook page... until you choose to PUBLISH this post to your Facebook Page as we showed you via **Page Posts → Ads Posts → Actions → Publish**

